



The following consultants and public relations companies are known by the South Australian Tourism Industry Council, with experience to assist in preparing your award submission. They can assist you from concept stage through to delivery of final presentation or simply provide a writing, editing and/or graphic service. Their rates vary according to length and content of the project.

**Disclaimer:** This list is presented as information only. While the SA Tourism Industry Council takes care to ensure these consultants are capable we don't endorse them or provide any guarantees of performance or results. The SA Tourism Industry Council recommends that you interview prospective awards consultants carefully and thoroughly to ensure you are clear on their experience, track record, qualifications, capabilities, timeframes, costs and what they can provide before engaging any of them.

### MARSHA DEARDEN COMMUNICATIONS

In one way or another, Marsha Dearden Communications (MDC) has been involved with the South Australian Tourism Awards for more than 20 years. Principal, Marsha Dearden-Cadd, has been a State and National tourism awards judge since the mid-90s, and was Chair of the SA Judging Panel for four years until handing over to current Chair, Michael Geddes. During that time, Marsha presided over the change from 'hard copy' submissions to on-line presentation and judging with both entrants and judges. MDC colleagues are also all experienced, award-winning submission writers and have judged state, national and international awards in many industries, including advertising/communication, design, wine, public relations, real estate and hospitality.

MDC can provide:

- Submission preparation (2017 – Gold, Silver and Bronze awards)
- Submission reviews (in varying degrees of detail)
- One-on-One mentoring
- Editing
- Proofreading (if you do nothing else, do this!!!)
- Pre and post awards public relations

Details: To discuss your requirements, please contact Marsha Dearden Communications on (08) 84101577 or email [marsha@marshadearden.com.au](mailto:marsha@marshadearden.com.au)

### MICHELLE PRAK @ PRAKKY

Michelle Prak, aka Prakky, has more than 20 years' experience in the communications field, spanning public relations, journalism, social media and writing. Her portfolio of written work includes feature articles, opinion pieces, travel brochures, media releases, short stories, speeches and more. Prakky has substantial experience in tourism and travel PR. She spent four years with the South Australian Tourism Commission, starting out as editor of southaustralia.com and culminating in a role as Digital Content Manager. She crafted a wide range of travel content for publication including for travel

websites and glossy brochures. She has a BA in Journalism and Masters in Communication Management and lectures in PR at the University of South Australia – which includes teaching writing methods. She is a former board member of the SA Writers' Centre. While Prakky's work is principally in public relations, she relishes the opportunity to take on writing projects including award submissions.

**Details: To discuss your requirements, please contact Michelle Prak at on [michelle@prakky.com.au](mailto:michelle@prakky.com.au) and visit her blog [Prakkyedia](#).**

#### **FREELANCE WRITER – MARY-ANN CAME**

Mary-Ann Came is a communication professional with extensive local and international experience in journalism, public relations, marketing and corporate communications. Her 25-year career includes experience in the tourism industry and preparing successful award submissions.

Examples include the following:

- Writing and editing *Hello Johannesburg* magazine - a tourist guide to Johannesburg, South Africa
- Writing of freelance articles for the *Escape* section of *SA Weekend* magazine (*The Advertiser*)
- Preparing Rainbow Construction's entry for the *Business Day* Non-listed Company Award for which the company received the Editor's Choice Award
- Project managing the Every Generation Awards and coordinating judging.

Mary-Ann will help you interpret the award questions and write a stand-out award submission for your business.

**Details: To discuss your requirements please contact Mary-Ann Came on 0420 774 614 or [macame@iinet.net.au](mailto:macame@iinet.net.au)**

#### **WORDS BY NOEL PROBERT**

I'm an award-winning journalist and copywriter with extensive experience preparing industry award submissions. Some examples of my winning submissions include:

**South Australian Tourism Awards highlights:** Winner 2016 New Tourism Business – Commonwealth Bank RoofClimb Adelaide Oval; Silver medal 2016 Segway Sensation SA; Winner 2015 Major Tourist Attraction – Adelaide Oval; Bronze Medal 2015 – Segway Sensations SA

**Meetings & Events Australia Awards:** Winner 2015 Banquet & Catering - Adelaide Oval; Winner 2015 Operations

Person of the Year - Adelaide Oval; Winner 2014 Specialty Meeting Venue (National Winner); Winner 2014 Education Award; Winner 2014 Corporate Responsibility Award; Winner 2014 Operations Person of the Year; AHA SA Awards; 2015 Best Function Facility - Adelaide Oval.

"Noel was an absolute pleasure to deal with ... Noel turned many bullet points into a work of art, whilst making the whole process very seamless and efficient." *Shelagh Stanbridge, Adelaide Oval*

Tourism award entries can be time-consuming. I'm able to take on a limited number of clients each year, so please contact me early to discuss your entry.

**Details: To discuss your requirements please contact Noel Probert on 0419 199 580 or [noel@noelprobert.com.au](mailto:noel@noelprobert.com.au)**

## **FOOLPROOFING – TONY BUSCH**

Give yourself every chance to win with professional editing and proofreading.

Award entry judges are briefed to deduct points for every individual spelling and grammar error, so a potentially winning entry can be so penalised it doesn't rate. Our highly experienced proofreaders will eliminate the errors which judges love to penalise. The cost is \$30 for the first 1000 words and \$3 per 100 additional words.

Editing will improve the communication value of your text and the quality of your writing. Your intent will be clear, your language sharp and consistent, and your writing more readable. Editing looks at word selection, tone and manner and the elimination of unnecessary words and phrases. Editing services are available at a cost of \$60 for the first 1000 words and \$6 per 100 additional words.

**Details: find out more and access our services at [foolproofing.com.au](http://foolproofing.com.au) or contact Tony via email [info@foolproofing.com.au](mailto:info@foolproofing.com.au)**